

Analisis pengaruh motivasi kerja ekstrinsik dan intrinsik terhadap creative performance dimoderasi oleh creative self efficacy dan importance of rewards pada Karyawan Perusahaan Televisi Berita = The effect of extrinsic and intrinsic motivation toward creative performance moderated by creative self efficacy and importance of rewards for Employees of News Television Companies

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Abstrak

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Berbagai penelitian sebelumnya menyoroti kreatifitas sebagai komponen utama dalam industri kreatif termasuk televisi. Peningkatan kreatifitas telah menjadi kebutuhan perusahaan pada industri ini. Penelitian ini mempelajari pengaruh motivasi baik instrinsik dan ekstrinsik terhadap kinerja kreatif karyawan perusahaan televisi berita dengan moderasi dari *creative self efficacy* dan *reward importance*. Hasilnya, ditemukan bahwa kedua variabel tersebut tidak memiliki efek moderasi atas pengaruh motivasi ekstrinsik yakni *rewards* terhadap *creative performance*. Sementara motivasi intrinsik memiliki pengaruh yang tinggi terhadap kinerja kreatif individu. Analisa ini memperkaya penelitian sebelumnya yang menyimpulkan moderasi *creative self efficacy* hanya terjadi terhadap karyawan yang memiliki *high creative self efficacy*. Penelitian dilakukan terhadap 202 karyawan yang berasal dari tujuh perusahaan televisi berita di Indonesia, termasuk kepada karyawan dari divisi *business operation* dan *business strategic*.

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Creativity has been a discussion as creative performance being one of the most important matters in creative industry. Companies tries to improve their creativity as it is a necessity especially for those who engaged in this industry. Despite the pro cons of reward effectiveness, many companies put reward as their tools to enhanced their employees performance. This study focused on the influence of both intrinsic and extrinsic motivation on the creative performance of news television company employees. Creative self efficacy and reward importance placed as the moderating variable of extrinsic motivation or rewards. Result found that these two variables *did not have a moderating effect* the influence of reward for creative performance, meanwhile intrinsic motivation highly influence individual creative performance. This analysis enriches previous research which conclude that the moderation of creative self efficacy only occurs on employees who have high creative self efficacy ( Malik et al., 2015). The study was conducted on 202 employees of 7 news television companies in Indonesia who worked not just a journalist, but also supporting role such as business operation and business strategic.